

## Message Text

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ORIGIN COME-00

INFO OCT-01 EB-07 ISO-00 EUR-12 /020 R

DRAFTED BY: COM/BIC/OIM:BKORR  
APPROVED BY: EB/OCA/CM:BEYRON  
COM/BIC/OIM/DM:HWHEIKENEN  
COM/BIC/OIM:PFIELD/FR:BENE  
COM/BIC/OIM/SAD:JMURRIN  
EUR/NE:KSHIRLEY

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R 270142Z JAN 76

FM SECSTATE WASHDC  
TO AMEMBASSY THE HAGUE

UNCLAS STATE 019635

C O R R E C T E D C O P Y (PARAS 3,4,5 OMITTED)

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: POSSIBLE USA PARTICIPATION IN PETROTECH '76

REF: THE HAGUE 6488, 18, DECEMBER 1975

1. COMMERCE AUTHORIZES POST TO UNDERTAKE A PROMOTION AT PETROTECH '76, APRIL 6-9, 1976. THE PRODUCT THEME FALLS WITHIN THE ENERGY SYSTEMS CAMPAIGN OF THE COUNTRY COMMERCIAL PROGRAM AND THE CCP INSTRUCTS THE POST TO CONDUCT AN AMERICAN BUSINESS DEVELOPMENT DAY AT THE PETROTECH EXHIBITION.

2. IT IS NOTED THAT THE PETROTECH FAIR AUTHORITIES ARE WILLING TO UNDERTAKE THE FINANCIAL RESPONSIBILITY FOR BOOTH CONSTRUCTION, FURNITURE, AND STAND SPACE RENTAL. SINCE COMMERCE IS NOT ABLE TO MAKE FUNDS AVAILABLE FOR THE EXHIBITION, OTHER EXPENSES WILL HAVE TO BE BORNE BY THE POST.

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3. AS THE POST IS AWARE, AN OFFICIAL CATALOG SHOW MUST CONFORM TO STIPULATED CRITERIA AND MUST CONTAIN THE FOLLOWING ELEMENTS: (1) RECRUITMENT OF AMERICAN INDUSTRY IS CONDUCTED FROM WASHINGTON; (2) A PARTICIPATION FEE IS CHARGED; (3) AN INDUSTRY TECHNICAL REPRESENTATIVE (ITR) ATTENDS THE SHOW TO PROVIDE STATE-OF-THE-ART INDUSTRY EXPERTISE; AND (4) EVERY PARTICIPANT RECEIVES THE ITR'S FINAL REPORT GIVING HIS VIEWS OF THE PRODUCT MARKET.

4. SINCE THE POST-PROPOSED EVENT AT PETROTECH HAS NOT BEEN SCHEDULED AS AN OFFICIAL CATALOG SHOW, IT IS NECESSARY THAT THE POST RETAIN THE FORMAT OF THE AMERICAN BUSINESS DEVELOPMENT DAY FOR THE EVENT. THE SCOPE OF THE SOLICITATION FOR PARTICIPANTS, INCLUDING CATALOGS, SHOULD NORMALLY BE LIMITED STRICTLY TO LOCAL PROCUREMENT BY THE POST AND SHOULD NOT INCLUDE ANY MAILINGS EITHER BY THE POST OR WASHINGTON TO FIRMS LOCATED IN THE UNITED STATES SINCE THIS WOULD CONFLICT WITH PRESCRIBED CONDITIONS OF PARTICIPATION FOR OFFICIAL CATALOG SHOWS. HOWEVER, WE NOTE FROM YOUR TEL 276 THAT YOU HAVE ALREADY WRITTEN DIRECTLY TO 500 AMERICAN COMPANIES AND THIS, OF COURSE, WILL PERFORCE PROCEED. HOWEVER, FUTURE SOLICITATIONS FOR CATALOG SHOWS MUST ADHERE TO THE POLICY SET FORTH ABOVE.

5. PROMOTIONAL EFFORTS SUPPORTING THE FOREIGN BUYERS PROGRAM PARTICIPATION IN THE INTERNATIONAL PETROLEUM EXHIBITION SHOULD BE LIMITED TO UTILIZING THE BROCHURES PROVIDED BY COMMERCE. KISSINGER

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**Disposition Comment:**  
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**TAGS:** BEXP, NL  
**To:** THE HAGUE  
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